

Message Text

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ACTION NEA-10

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AMEMBASSY NEW DELHI

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UNCLAS BOMBAY 2235

E. O. 11652: N/A

TAGS: BEXP, BFOL, IN

SUBJ: FOLLOW-UP ON U.S. SCIENTIFIC, INDUSTRIAL AND MEDICAL
INSTRUMENT CATALOG EXHIBIT, INDIA, FEBRUARY - MARCH
1976.

REF: (A) NEW DELHI MEMORANDUM 7/27 AND (B) BOMBAY 2069

1. IN RESPONSE TO REF (A) A LIMITED SPOT CHECK COVERING
APPROXIMATELY 13 PERCENT OF REGISTERED VISITORS WAS
CONDUCTED. RESPONSE WAS AROUND FIFTY PERCENT. FINDINGS
AS FOLLOWS:

2. TWO AGENCY ARRANGEMENTS BETWEEN PARTICIPANTS AND INDIAN
FIRMS CONCLUDED. THEY ARE: (A) ENDEVCO, BECTON DICKINSON
AND CO., SAN JUAN CAPISTRANO, CALIF. AND MR. BEHRAM A.
DADACHANJI, 221 TURNER ROAD, BOMBAY 50 AND (B) ACCO-BRISTOL
DIV., WATERBURY, CONN. AND MAHINDRA AND MAHINDRA LTD.,
WORLI, BOMBAY 25.

3. RESULTANT OF INTEREST GENERATED BY SUBJECT SHOW, TWO
INDIAN BUSINESSMEN REPORTED HAVING VISITED US TO NEGOTIATE
BUSINESS. MR. MADHUKAR N. VAIDYA, EMNVEE ENGINEERS, POONA,
REPORTED THAT HE HAD "FRUITFUL DISCUSSIONS" WITH OFFICERS
OF SHOW PARTICIPANT NEW BRUNSWICK SCIENTIFIC SALES CO. INC.,
NEW BRUNSWICK, N.J. FOR TECHNICAL COLLABORATION TO
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MANUFACTURE LATTER'S INSTRUMENTS IN INDIA. VAIDYA STATED

THAJZ HE IS IN PROCESS OF SUBMITTING AN APPLICATION TO INDIAN GOVERNMENT FOR PRODUCTION TIE WITH NEW BRUNSWICK. THE OTHER BUSINESSMAN MR. H.B. SHAH, ECHBEE CORP., BOMBAY, REPORTED "VERY PROSPECTIVE AND SATISFACTORY" BUSINESS MEETINGS WITH SEVERAL US INSTRUMENT MANUFACTURERS, AND ALSO WITH A FEW ELECTRONIC COMPONENTS PRODUCERS. WE ALSO KNOW OF A THIRD BUSINESSMAN MR. J.T. JAGTIANI, BOMBAY (WHO DID NOT RESPOND TO OUR SURVEY INQIRY) HAVING VISITED US AFTER THE CATALOG EXHIBIT.

4. ONE PROMINENT INSTRUMENT FIRM INDUSTRIAL & RESEARCH INSTRUMENT CO., BOMBAY, REPORTED THAT ITS LETTER EVINCING INTEREST IN REPRESENTING (A) LDJ ELECTRONICS INC., TROY, MICHIGAN AND (B) INTERSTATE ELECTRONIC CORP., ANAHEIM, CALIF. WERE UNRESPONDED. WE HAVE INITIATED FOLLOW-UP ACTION ON THE FIRM'S INTEREST THROVVH REF (B).

5. THIRTEEN OUT OF TWENTYONE FIRMS RESPONDING TO OUR SURVEY REPORTED HAVING RECEIVED RESPONSE FROM PARTICIPANT FIRMS. THEIR COMMENTS INCLUDED POSITIVE STATEMENTS SUCH AS "WE ARE STILL NEGOTIATING WITH SOME AMERICAN COMPANIES", "OUR REQUEST FOR CATALOGS IS SATISFACTORY" AND "RESPONSE HAS BEEN GOOD." A FEW FIRMS, HOWEVER, EXPECTED MORE GENEROUS RESPONSE (IN NUMBER) FROM US. THREE PROMINENT END USERS, INDIAN GOVERNMENT-OWNED FERTILIZER CORP. OF INDIA, TATA ENGINEERING AND LOCOMOTIVE CO. AND CENTURY RAYON, ALL THREE OF BOMBAY, EXPRESSED SATISFACTION WITH PROMPT RESPONSE TO THEIR INQUIRIES REGISTERED AT THE SHOW.

6. INFORMAL DISCUSSIONS WITH TWO LEADING AND KNOWLEDGEABLE INSTRUMENT DEALERS QUALIFIED TO SPEAK ON SHOW IMPACT INDICATED THAT QUALITY OF EXHIBITS PLUS THEIR SALES PROSPECTS IN INDIA BEING "GOOD TO HIGH", SEVERAL LOCAL SALES AND INDENT AGENT ARE LIKELY TO HAVE APPROACHED BULK OF PARTICIPANTS FOR BUSINESS ARRANGEMENTS. ACCORDING TO THEM, IT WOULD BE DIFFICULT TO ESTIMATE ACTUAL AND/OR POTENTIAL SALES RESULTING FROM SHOW BECAUSE OF (A) TIME LAG BETWEEN INTENTION TO BUY AND PLACEMENT OF ORDER UNDER INDIAN IMPORT CONDITIONS, AND (B) LACK OF A RELIABLE MONITORING SYSTEM. A "RULE-OF-THE-THUMB" ESTIMATE BY ONE OF THEM PLACED UNCLASSIFIED

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PROSPECTIVE SALES ATTRIBUTABLE TO THE CATALOG SHOW AT \$250,000 SPREAD OVER TWELVE TO EIGHTEEN MONTHS. THE OTHER PLACED THE FIGURE AT AROUND RS.1.5 MILLION OR \$180,000. (WE PRESUME THAT THESE ESTIMATES WERE FOR THE BOMBAY SHOW). ROSENTHAL

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